



Sponsor the DLA Film Festival and make a difference

Further sponsors for this year's edition of the DLA Latin American Film Festival are very welcome, and we continue to look for a formula that suits all of our contributors. Association with the film festival as a sponsor is having increasing value as the festival continues to grow in reputation and size. This year we will have about 10,000 seats available in total for the film festival, and would realistically hope to reach an attendance of some 4,500 people (the film festival has shown significant growth during the first few years, with about 500 people attending the first year, rising to 1,300 the following year and about 3,000 last year).

All previous editions of the Film Festival have received good informative coverage with articles and interviews published in high circulation daily newspapers such as The Times and The Guardian, London magazines Time-Out, TNT and Pulso Magazine, the Express News, news bulletins in Latin American Embassies, and radio coverage by BBC Radio World Service and Resonance FM. We estimate that this year our marketing campaign will reach more than 250,000 people in London.

All DLA Film Festival sponsors will be helping to celebrate, promote and spread the rich and diverse culture of Latin America in the UK; as well as helping to support specially chosen community projects in Latin America. The DLA Film Festival is unique as a film festival in being a charitable concern; and, as in past years, the profits from the film festival will go towards a Latin American charity /solidarity project: this year it is 'Project Peru' a refuge for the disadvantaged, and in particular young people, on the outskirts of Lima.

We offer our Principal Sponsors customised benefit packages, which include on-screen advertising, advertising space in the festival programme, and the rights to distribute products, information and advertising during the event, as well as VIP passes for the films and special events. Principal sponsors are welcome both for this and future editions of the Film Festival as a whole and for specific events and screenings during the festival. The DLA sponsorship team can provide potential sponsors with further and more detailed information on the target audience profile and available promotional opportunities, and work towards a sponsorship package which accommodates their preferences.

To collaborate with the DLA Latin American Film Festival, please contact either of the following -

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